Emerging Marketing

2021/2022

Code: 43406
ECTS Credits: 10

Degree	Type	Year	Semester
4314947 Strategic Planning in Advertising and Public Relations	OB	0	2

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

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Teachers

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Use of Languages

Principal working language: spanish (spa)

Prerequisites

This subject has no prerequisites.

It is recommended that students have knowledge of marketing as well as for analytics and creativity.

Objectives and Contextualisation

The new scenarios posed by the information society require a new approach to the design, planning and direction of marketing actions.
Knowing and using emerging techniques in the field of marketing will provide the student with the necessary skills to apply the new marketing trends in a profitable and effective way in the company. For this we will study the most relevant aspects and tools of online marketing as well as the analysis of data to evaluate the results and establish strategies.
Therefore, this module will be eminently practical.

Competences

- Analyse market data (competition and brand image) and, in accordance with the advertiser's briefing, design a strategic communication plan.
- Design and carry out market research.
- Design, plan and direct marketing actions in the new scenarios posed by the information society.
- Display determination, curiosity and creativity.
- Identify research problems and apply the most suitable qualitative and quantitative methodologies and tools in studies on communicative phenomena in advertising and PR.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.

- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.
- Work in a team, showing respect for the roles of its members (workload, responsibilities, merits, etc.) and its dependencies.

Learning Outcomes

1. Apply cutting-edge marketing planning tools.
2. Describe the workings of the new research tools.
3. Determine the integrative structure of a marketing plan.
4. Display determination, curiosity and creativity.
5. Distinguish and classify the new research techniques.
6. Distinguish and classify trends in marketing.
7. Distinguish and identify brand optimisation models and models of new media and channels.
8. Evaluate the effects of the application on the trading account.
9. Identify and filter the principal emerging trends and technologies.
10. Identify the new tools of commercial communication.
11. Integrate the different analysis tools for studying new trends in marketing.
12. Make skilled use of IT tools.
13. Recognise and analyse the organisation's ability to adapt and integrate changes.
14. Use advanced models and criteria for forecasting and monitoring.
15. Use the new commercial communication tools correctly.
16. Work in a team, showing respect for the roles of its members (workload, responsibilities, merits, etc.) and its dependencies.

Content

1. Marketing within a company on the Internet: Trademark, market globalisation, virtual communities. Traditional marketing vs. current. Marketing vs. branding.

2. Marketing with thinking emerging, sectoral and ecommerce. Business profile types and specializations.

3. New techniques such as growh hacking and POE media online. Online Positioning, Social Media, Publicity, email marketing, etc.

4. Channel-based mark audit. Digital analysis tools. Google Analytics, Google Ads, Business Manager, Semrush, CRM, etc. New forms of data extraction: business intelligence.

5. Brand strategy. Targets, strategic line according to 4p, buyer person, key messages, KPIs, etc.

8. Social media: presence and content analysis.

9. Sensory marketing (audio branding).

10. Sensory marketing (smell).

Methodology

The subject includes master classes, theoretical directed activities, individual supervised activities and in groups, as well as a set of autonomous activities to achieve the module's objectives.

Each of the paragraphs in which the contents are organised is provided by a specialist teacher.

Students will be organized into groups of 4 or 5 people and each of these groups will work on a case.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures, discussion of cases and presentation of works	55	2.2	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14
Type: Supervised			
Tutorials and follow-up of the work to be done and the cases to prepare	30	1.2	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14
Type: Autonomous			
Related readings, preparation of cases and practices, study and elaboration of schemes	90	3.6	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14

Assessment

The assessment of each part will have the following tests:

Digital Marketing (30%)

Individual test of the main concepts.

Realization of real case practices in group.

Popup marketing project (30%)

Realization of a small group company, moved to an ecommerce.

Sensory Marketing (40%)

Proposed branding audio.

Practical activities on olfactory communication.

To perform the weighting, a minimum note of 5 points must be obtained in each part.

A learner is considered to be "Not Gradeable" on the subject as long as it has not participated in any of the evaluation activities.

Any plagiarized rendition of other peers or any other source results in a zero in this assessment. In case of plagiarism between course partners, zero will be for both the plagiarism and the plagiarism facilitating.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
CRM and Business Intelligence	30%	22.5	0.9	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14
Digital Marketing	30%	22.5	0.9	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14

Sensory marketing	40%	30	1.2	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14

Bibliography

Marketing Digital

- How Google Works - Eric Schmidt
  https://www.amazon.com/How-Google-Works-Eric-Schmidt/dp/1455582344
- Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World - Gary Vaynerchuk
  https://www.amazon.com/Jab-Right-Hook-Story-Social/dp/006227306X/ref=sr_1_1
- Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions - Tim
  Ashhttp://www.amazon.com/Landing-Page-Optimization-Definitive-Conversions/dp/0470610123
- Curation: The power of selection in a world of excess
  https://www.amazon.com/Curation-power-selection-world-excess-ebook/dp/B018R3FIXU/ref=sr_1_1
- Google Adwords certification https://support.google.com/partners/answer/3154326

Business Intelligence

- https://docs.suitecrm.com/es/user/introduction/
- https://www.tableau.com/es-es/learn/training
- http://downloads.tableau.com/quickstart/main-guides/es-es/desktop_getstarted7.0.pdf
- https://www.tableau.com/es-es/products/trial

Sensory Marketing

- Barbeito, Mariluz y Perona, Juan José (2016). Nuevas tendencias en el contexto del marketing sensorial: el sonido como instrumento de comunicación estratégica en el actual escenario digital. Libro de Comunicaciones. Congreso AE-IC, Madrid 2016.
- Barbeito, Mª Luz *et al.* (2019). "La marca que se escucha: estrategias sonoras en el branding de las instituciones". En *Las herramientas digitales en la comunicación social.* Coord. Isidoro Arroyo, Pilar Vicente y Samuel Calle. Madrid: Fragua. Pp. 55-72.
- Hultén, Bertil, Broweus, Niklas & Van Dijk, Marcus (2009): *Sensory marketing.* Reino Unido: Palgrave Macmillan.
- Moral, María y Fernández Alles, M. Teresa (2012): "Nuevas tendencias del marketing: el marketing experiencial. *Entelequia. Revista Interdisciplinar*, 14, pp. 237-251.
- Navalles, Pere. «Smell-Ad. La publicidad con aroma en el ambiente». *Questiones publicitarias*, [en línea], 2018, Vol. 1, n.º 21, pp. 13-19.
  https://www.raco.cat/index.php/questionespublicitarias/article/view/v1-n21-navalles/440450

Software

Tableau for Teaching (http://www.tableau.com/academic).